Authentic Brand



I am an Executive **Role Model**

Who Empowers Employees to Innovate and Believe in Themselves

I Build World Class Engineering Teams

I give this by transforming, inspiring others and providing my 110% dedication and support to make my team successful

Authentic Presence

Integrity

My beliefs, works, and actions are aligned and demonstrated through the willingness and skills to constructively share your point of view and follow through on your commitments

My Commitment

Develop mission, vision and goal statement

Place statement in my office to hold me accountable

Benchmark Executives Best Practices

Confidence

The air of assurance, such that others know you have the required strength and resolve

My Commitment

Take on new or additional challenging tasks

Continuous mentoring and coaching sessions

Audience and Key Stake Holders

- **Audience**
  - Executives
  - Program Managers
  - Team Members
- **Key Decision Makers**
  - Executives
  - Team Members
- **Location**
  - In Person, Conference Room
- **Audience Composition**
  - Mixed

Attention-Getting Opening

Innovation



Attention Getting Opening

Our job is to keep everlastingly at research and experiment, to adapt our laboratories to production as soon as practicable, to let no new improvement in flying and flying equipment pass us by. ~ William Boeing.

Let no new improvement in flying and flying equipment pass us by. ~ William Boeing.

No one [is] to dismiss any novel idea with the statement that ‘it can’t be done!’ ~ William Boeing.

Our task is to keep everlastingly at research and experiment. ~ William Boeing.

For our national defense, encourage aviation… ~ William Boeing.

Executive Summary

- **Purpose:**
  - Keep our people safe
  - Build satellites cheaper, on-time and with quality
- **Motivation:**
  - Significantly Empowers People
  - Investing in our peoples minds
  - Apply and Implement Lean Principles
- **Action:**
  - I need your commitment to fund innovation to build the worlds best satellites